

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK



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OVERVIEW

CRAFT BEER, REBRANDED WORKBOOK

This workbook is a place for you to gather your thoughts and research ahead of your rebrand. These prompts, questions and activities will get your team thinking about your brewery's brand from a 30K-foot view down to ground level.

A FEW NOTES

You may notice some redundancy in our questions and your answers. This is an intentional method we use to uncover the most fundamental truths behind your brewery's brand.

Your design firm will still need to go through its own discovery, research and brand strategy process to get to know you and your business. But if you can deliver this book with your core values, project goals and history all written in your own voice, it will help your firm instantly know more about your brewery's story and culture. This workbook, completed, will go a long way towards ensuring a successful project.

PARTICULARS

HOW TO USE THIS WORKBOOK

Use a pencil (or a Sharpie if you're feeling brave—fortune favors the bold).

Keep an extra pad of paper on hand when you're working through this so you can sketch and explore without using up the entire workbook your first time through. A lot of this work is iterative, so the extra real estate can come in handy. And you can print fresh copies of this anytime at: www.CraftBeerRebranded.com

There are several instances where you'll need to gather digital files to facilitate sharing and collaboration with your design firm. Establish a dedicated place for those now on Dropbox, Google Drive (or your preferred cloud service), and we'll point you back to this throughout the book. We'll call this a "Dropbox folder" throughout this workbook.



Look for this icon in these places

SHARE YOUR WORK (IF IT'S NOT A SECRET)

Tag us on Instagram @CODOdesign and use this hashtag to join other breweries going through this process:
#CraftRebranded



THE MEANING & VALUE OF REBRANDING

SECTION 01 ACTIVITIES

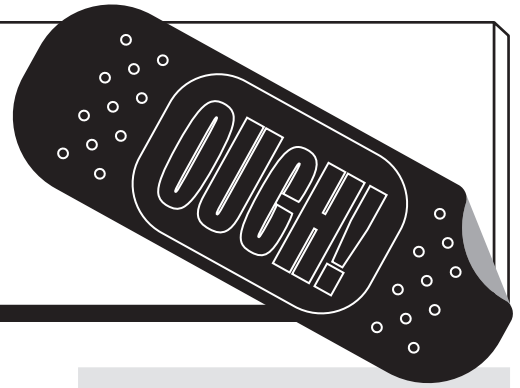
In this section, you'll focus on identifying why you're rebranding. What are your pain points and how can we determine what issues need to be resolved through the process?

Overall, you will:

- ☐ Identify your pain points
- ☐ Determine whether you're completely rebranding or refreshing your brand
- ☐ Create your project wish list

IDENTIFY YOUR PAIN POINTS

What issues do you deal with on a daily basis with regard to the following aspects of your current branding—identity, packaging website or reputation. Describe your pain points in the boxes below.



PAIN POINT

01

Identity

Description

PAIN POINT

02

Website

Description

PAIN POINT

03

Packaging

Description

PAIN POINT

04

Description

PAIN POINT

05

Description

PAIN POINT

06

Description

WRITE DOWN ALL THE REASONS

Write down all the reasons you think you need to rebrand. Some of these may be similar to the pain points you just described. That's okay, let it all out here.

MAKE A WISH LIST

List all of the things you'd like to accomplish in each of the following areas through your rebrand.

LOGO & MERCH

- _____
- _____
- _____
- _____
- _____
- _____

PACKAGING

- _____
- _____
- _____
- _____
- _____
- _____

WEBSITE

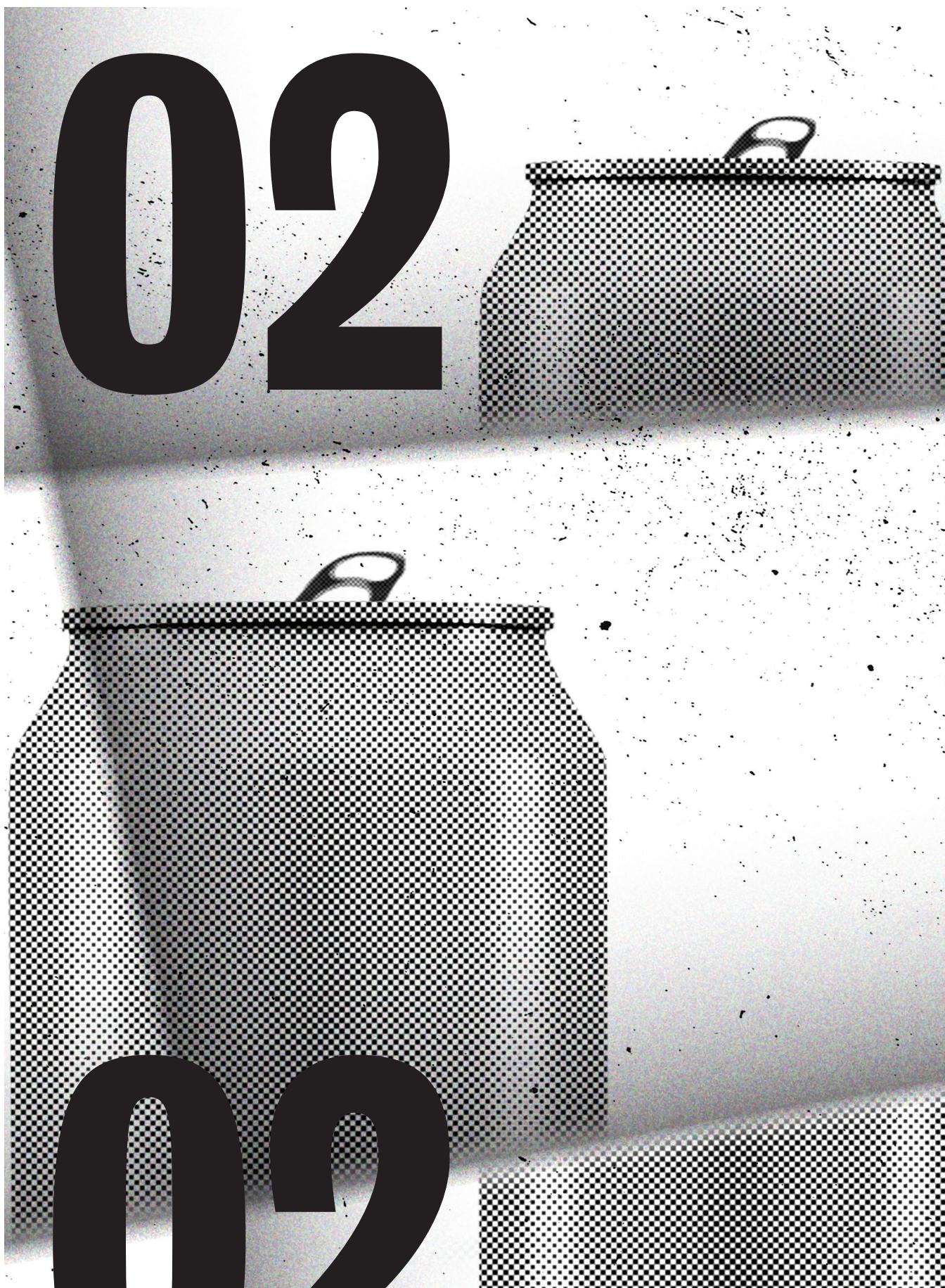
- _____
- _____
- _____
- _____
- _____
- _____

REPUTATION

- _____
- _____
- _____
- _____
- _____
- _____

SALES

- _____
- _____
- _____
- _____
- _____
- _____



START BY SETTING THE RIGHT GOALS

SECTION 02 ACTIVITIES

In this section, you'll focus on the different types of project goals you may have and how to prioritize them while visualizing the perfect project.

Overall, you will:

- ☐ Set SMART Goals
- ☐ Identify qualitative goals
- ☐ Determine what type of ROI you want / need for this endeavor

SMART PROJECT GOALS

List three to five SMART project goals.

(Specific. Measurable. Action-Oriented. Realistic. Time-Limited.)

GOAL #01

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #02

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #03

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

SPECIFIC / MEASURABLE / ACTION-ORIENTED / REALISTIC / TIME-LIMITED

GOAL #04

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #05

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

QUALITATIVE GOALS

List any other, more qualitative goals you have.

TAKE A TRIP TO THE HOLODECK

In the TV series *Star Trek*, there was a virtual reality simulator called the Holodeck. The Holodeck provided the crew a full-scale, immersive environment that allowed the brave explorers aboard the USS Enterprise to experience fantastical imaginary worlds of their own design. Let's do this for your brewery. Don your tightest spandex suit and close your eyes. Imagine walking into your tasting room once your rebrand is complete. ***Brewer, engage!***

WRITE OR DRAW WHAT YOU SEE.

01

WHAT DOES IT LOOK & FEEL LIKE?

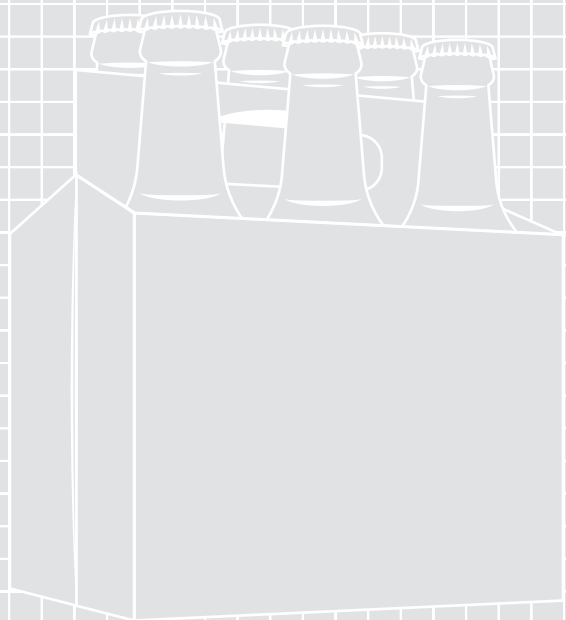
What do you want your customers to think and feel when they walk into your brewery after the rebrand?



02

PACKAGING

What does your packaging look like?



03

MERCH

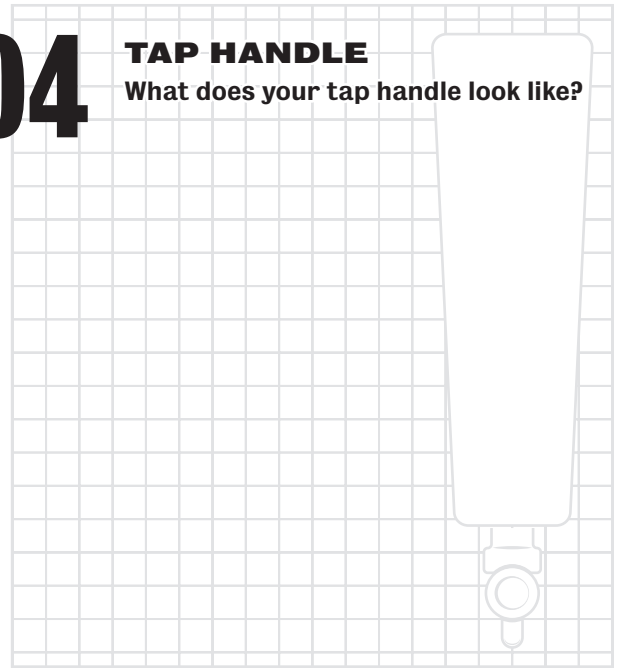
What sort of merch do you see on the wall?



04

TAP HANDLE

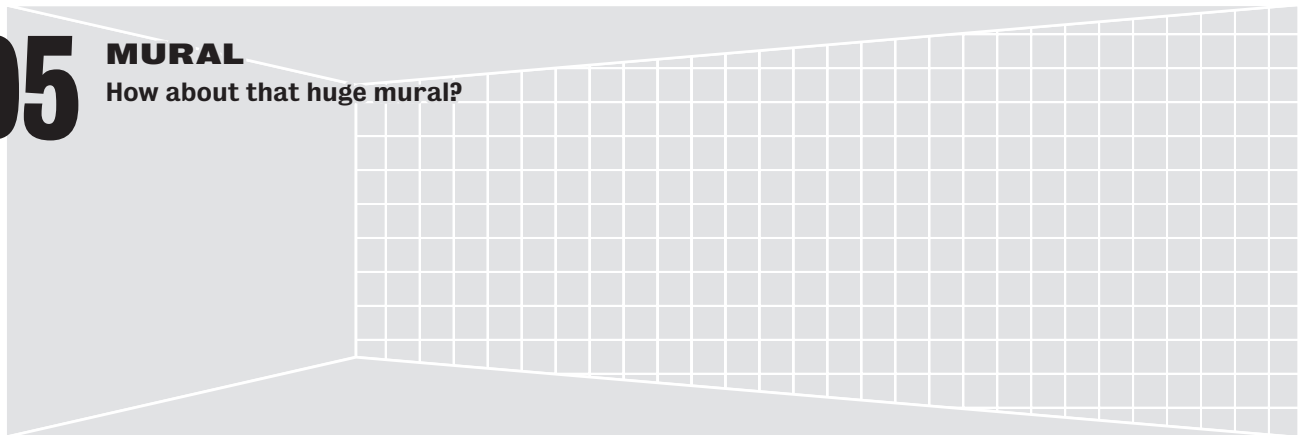
What does your tap handle look like?



05

MURAL

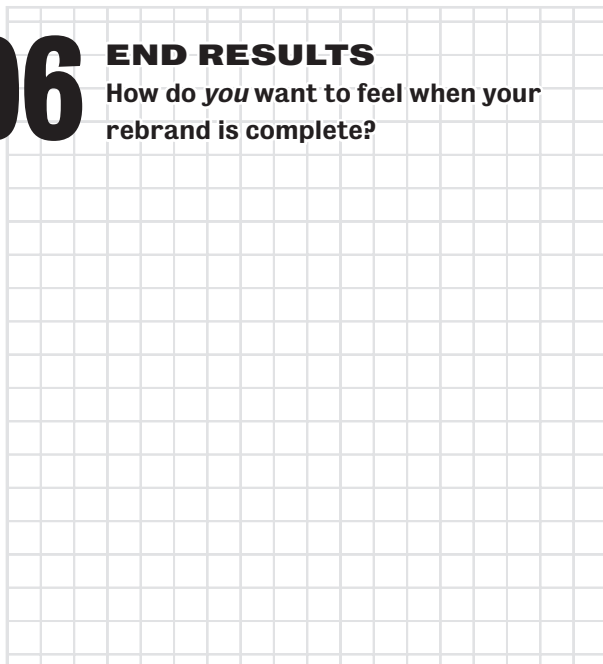
How about that huge mural?



06

END RESULTS

How do *you* want to feel when your rebrand is complete?

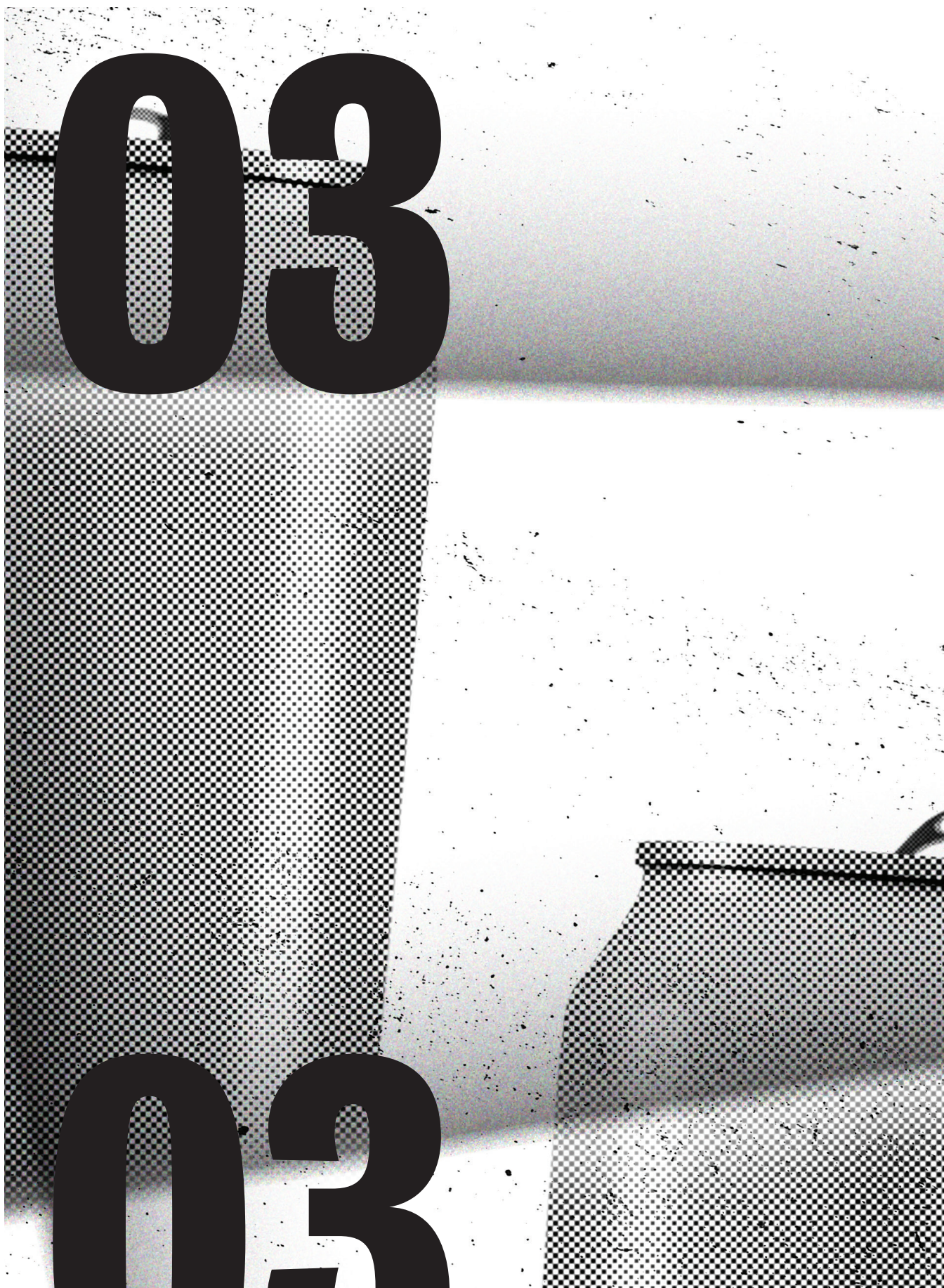


07

SUCCESS

What needs to happen to call your rebrand a success?





WHO TO INVOLVE IN THE REBRANDING PROCESS

SECTION 03 ACTIVITIES

In this section, you'll organize your internal team, determine what type of design firm best suits you and start reaching out to hire one.

Overall, you will:

- ☐ Organize your internal team
- ☐ Set a budget
- ☐ Decide who you want to work with
- ☐ Create a shortlist of potential design partners
- ☐ Reach out and hire someone

BUILD YOUR EXECUTIVE TEAM

List the most important gatekeepers for this project and their roles or relationship to your brewery (e.g. investor, co-founder, sales and marketing directors). Does someone have the final authority to approve, veto, or otherwise dramatically affect the outcome of a project? If so, include them here. Try to keep this list as short as possible, ideally 4 to 6 people.

TEAM MEMBER

01

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

02

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

03

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

04

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

05

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

06

Name

Title / Role:

Contact

#:

E:

STAKEHOLDERS

Let’s figure out who your design firm will need to interview during their discovery process. This would include a variety of stakeholders—internal staff, key accounts, distributors, investors, etc. We’ve found that about 10 folks is the most you’d need to talk to before you start seeing diminishing returns.

	STAKEHOLDER	RELATIONSHIP / ROLE	CONTACT INFO
01	Name: _____	_____	#: _____ E: _____
02	Name: _____	_____	#: _____ E: _____
03	Name: _____	_____	#: _____ E: _____
04	Name: _____	_____	#: _____ E: _____
05	Name: _____	_____	#: _____ E: _____
06	Name: _____	_____	#: _____ E: _____
07	Name: _____	_____	#: _____ E: _____
08	Name: _____	_____	#: _____ E: _____
09	Name: _____	_____	#: _____ E: _____
10	Name: _____	_____	#: _____ E: _____

DETERMINE HOW MUCH CAPITAL YOU HAVE TO WORK WITH

This is your rebrand budget—generally 5–15% of your annual revenue. You need to know this figure before reaching out to your prospective design partner so you can quickly determine who you can and can’t afford to work with.

IDEAL BUDGET

\$

MAX BUDGET

\$

WHAT TYPE OF DESIGN PARTNER DO YOU WANT TO WORK WITH?

This could include a freelancer, a small-to-medium sized design firm or a large agency. They each have their own unique benefits and limitations. Make sure to jot down any concerns that come to mind as you think through this decision.

FREELANCER

Benefits

Limitations / Concerns

SMALL / MEDIUM DESIGN FIRM

Benefits

Limitations / Concerns

BIG AGENCY

Benefits

Limitations / Concerns

FIND YOUR BRANDING FIRM

Time for some research. Hop online and search for “Beer Branding,” “Craft Beer Branding,” etc. You can also reach out to colleagues or other breweries whose branding and packaging you admire and ask them for a referral. List out 2 or 3 candidate firms you think could be a good fit for your project.

01

DESIGN FIRM

Contact

URL:

#:

E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):

02

DESIGN FIRM

Contact

URL:

#:

E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):

03

DESIGN FIRM

Contact

URL:

#:

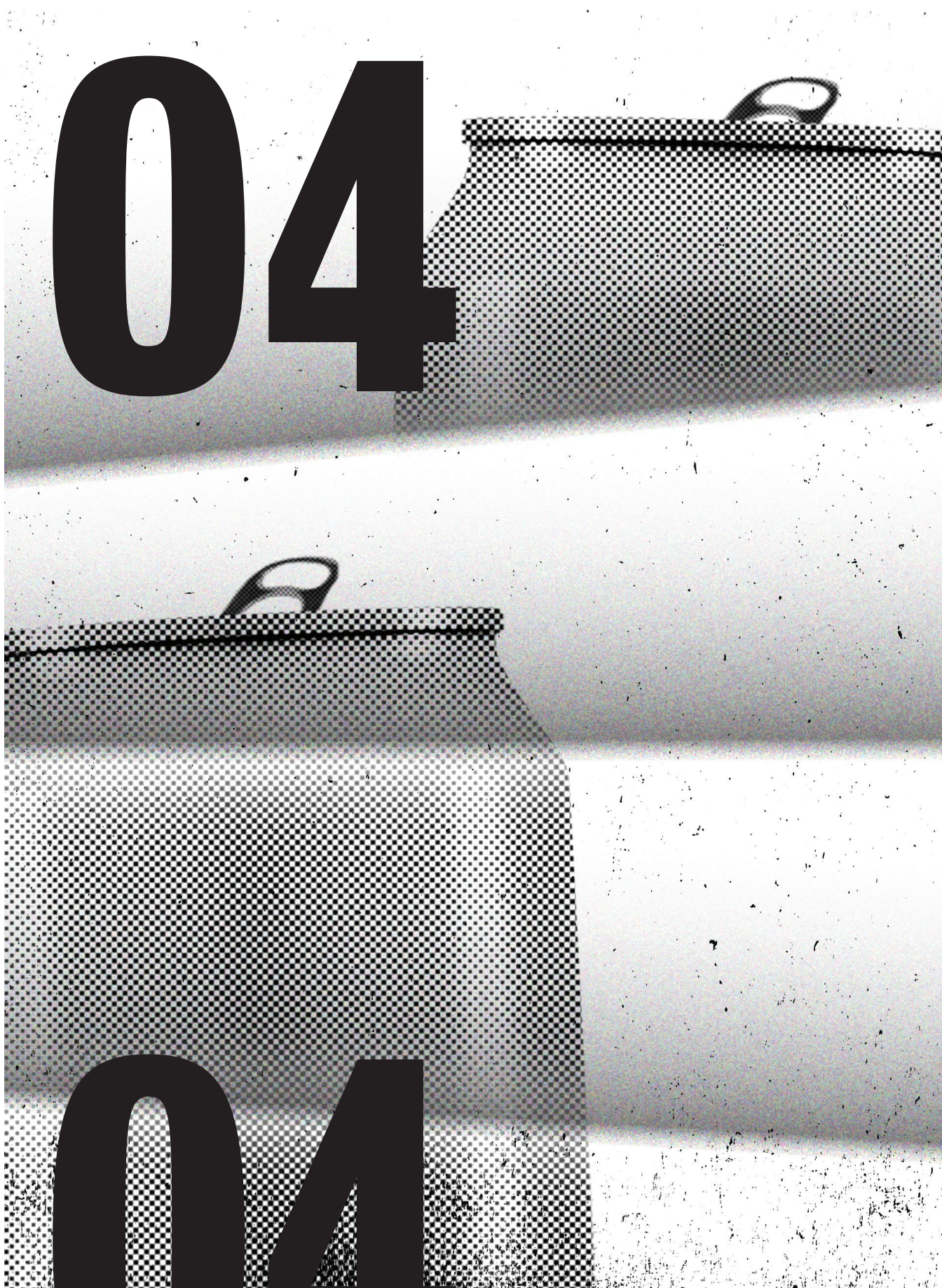
E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):



Reach out to these firms. Shoot them an email or call—just follow the prompts on their contact page.



WEIGHING YOUR BRAND EQUITY

SECTION 04 ACTIVITIES

In this section, you'll conduct a brand audit, weigh your equity and consider the legal and intellectual property ramifications of rebranding.

Overall, you will:

- ☐ Conduct a brand audit
- ☐ Identify any meaningful brand equity
- ☐ Outline any intellectual property parameters
- ☐ Decide whether evolution or revolution is necessary to meet your goals

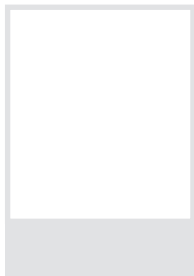
CONDUCT A BRAND AUDIT

Gather all your past and present pieces of communication and put them in your Dropbox folder for collaboration throughout the project. If you have physical copies, gather these in one location as well. **(Bonus points for taking pictures of these items and including them in your Dropbox folder).**

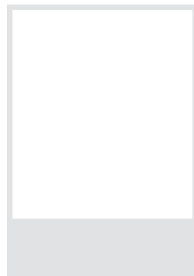
COLOR PALETTES

What colors define your brand? Catalogue them below, including Pantone values if you have them.

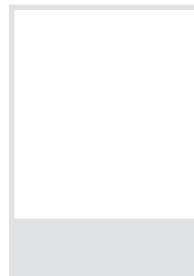
MAIN BRAND COLORS



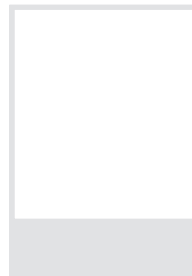
PANTONE #



PANTONE #

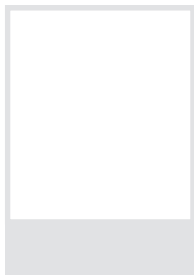


PANTONE #

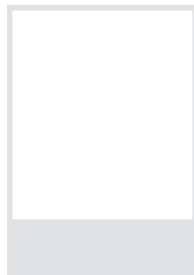


PANTONE #

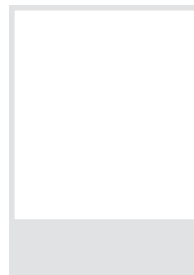
SECONDARY BRAND / SKU COLORS



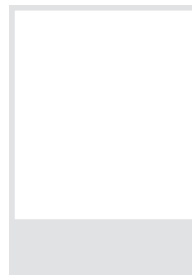
PANTONE #



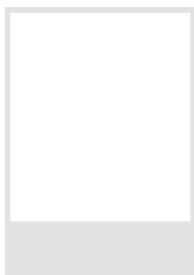
PANTONE #



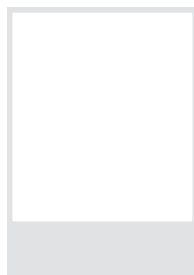
PANTONE #



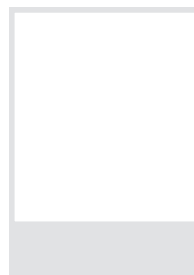
PANTONE #



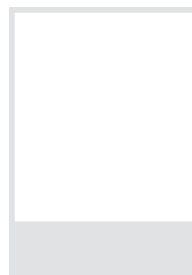
PANTONE #



PANTONE #



PANTONE #



PANTONE #

BRAND CHECKLIST

- ☐ Logo files
- ☐ Packaging (all versions)
- ☐ Keg collars
- ☐ Tap handles
- ☐ Print ads
- ☐ Website copy
- ☐ Image library
- ☐ Color palettes
- ☐ Social media ads
- ☐ Merch
- ☐ Coasters
- ☐ Table tents
- ☐ Sales materials
- ☐ Business plans, pro forma, founding documents
- ☐ Press clippings (good, bad and ugly)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____



Now take your assets and place them in your Dropbox folder for safe keeping.

INTELLECTUAL PROPERTY INVENTORY

List all of your trademarked assets (corporate names, beer names, logos, trade dress, etc.).

• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____

RECALL EXERCISES

Have your fans draw your logo and packaging from memory. Recall Exercise templates can be found in the back of this workbook and at www.CraftBeerRebranded.com. Print out whichever ones apply to your brewery (12 oz cans, bottles and carriers, etc.) and leave them throughout your taproom with markers for a few weeks. Once you've gathered a few dozen of them, scan them into your Dropbox folder so your design firm can review everything and weigh your brewery's brand equity.



Once you've gathered a few dozen samples, scan and upload them to your Dropbox folder.

05

05

BUILDING YOUR BRAND STRATEGY

SECTION 05 ACTIVITIES

In this section, you'll be diving into the meat of the brand strategy process. You'll define your positioning, core values, brand architecture and brand essence.

Overall, you will:

- ☐ Define your positioning
- ☐ Write your positioning statement
- ☐ Identify your competitive set
- ☐ Define your mission, vision and brand values
- ☐ Create customer personas
- ☐ Define your brand architecture
- ☐ Define your brand essence

POSITIONING

What makes you, *you*? Define your positioning in your market.

01

WHAT DO YOU DO?

What type of beer and experience do you offer?

02

WHO DO YOU DO THIS FOR?

Who are your customers?

03

WHAT MAKES YOU UNIQUE?

How are you different from—not necessarily better—than your competition?

WRITE YOUR POSITIONING STATEMENT

Where brewery + audience + unique benefits meet.

YOUR BREWERY NAME	AUDIENCE	UNIQUE BENEFITS

offers / provides / etc.

to / with / etc.

LIST YOUR COMPETITION

What does your competition do well? Who are their targeted audiences and what are the benefits they are providing them?

<p>BREWERY 01</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 02</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 03</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>BREWERY 04</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 05</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 06</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>BREWERY 07</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 08</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 00</p> <p>Become an expert on your competition and keep going.</p> <p>You can find extra sheets at WWW.CRAFTBEERREBRANDED.COM</p>

CREATE A POSITIONING MATRIX

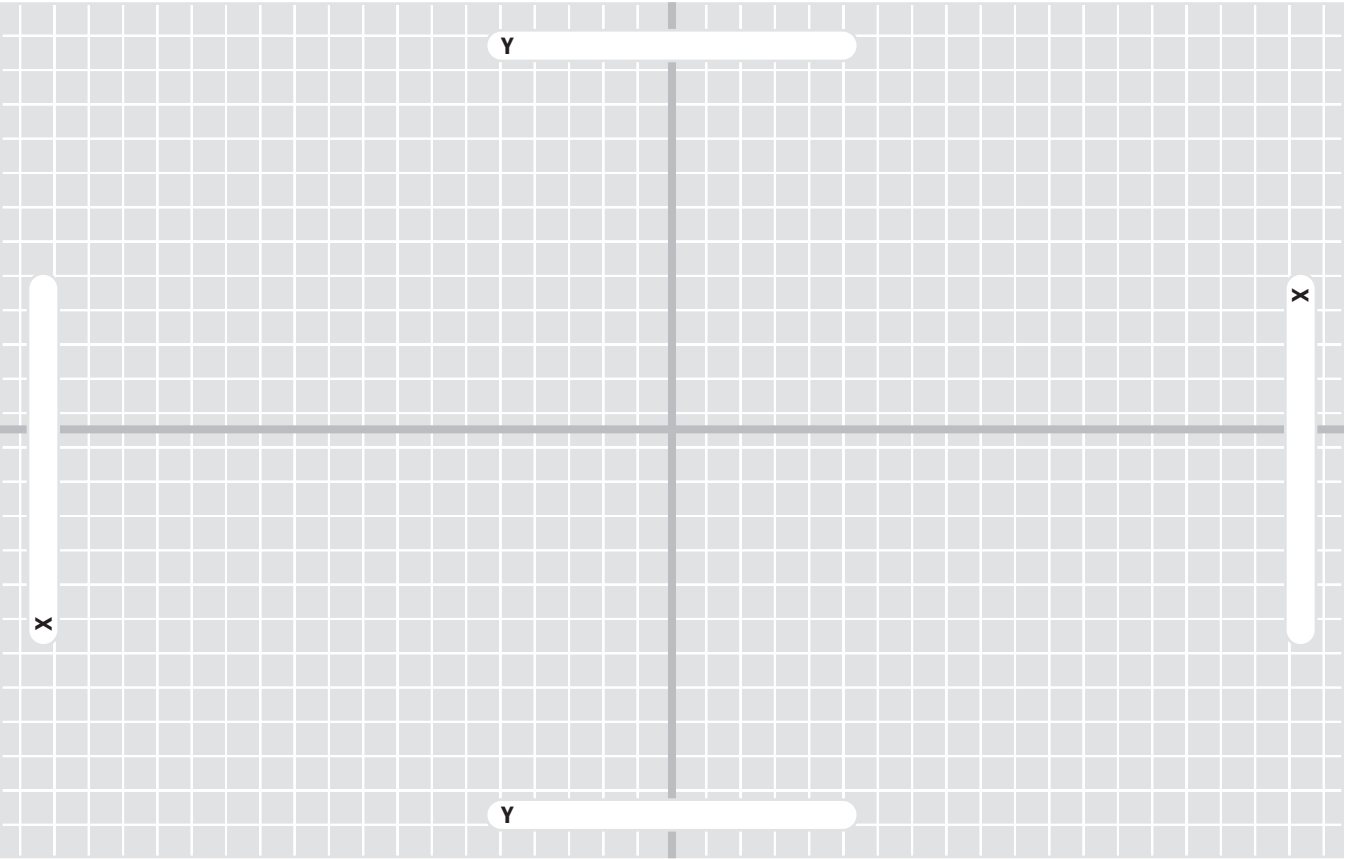
Create a positioning matrix to get an idea of where you sit relative to your competition in regard to scale, concept, price, aesthetics and story. (In some markets, this could be 5 breweries. In other markets, it could be 50.)
Refer to page 103 in *Craft Beer, Rebranded* for a quick refresher.



POSSIBLE AXIS VALUES

- Taproom Focused / Production Focused
- Cans / Bottles
- Affordable / Expensive
- Innovative / Traditional
- New / Established
- Clean Design / Colorful & Illustrative
- Approachable Beer / Niche Beer
- Poorly-Branded / Well-Branded

MATRIX Title: _____



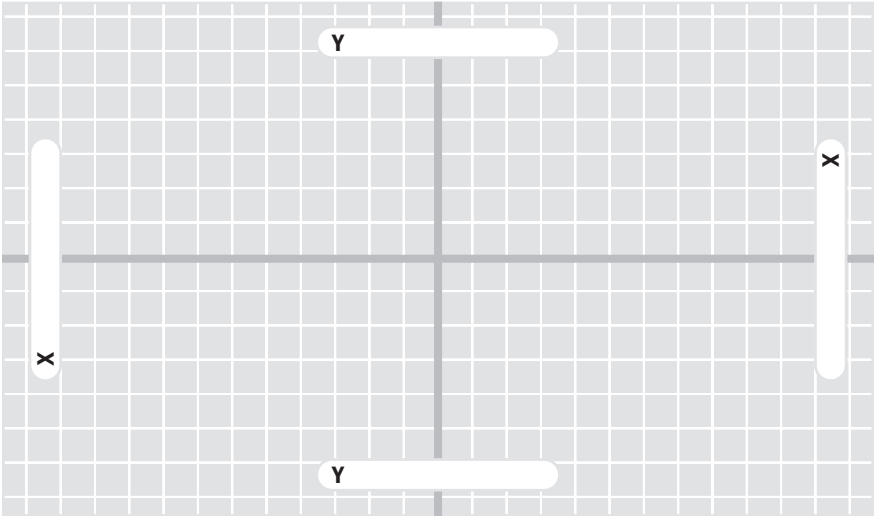
List the breweries you identified on the previous page below. Then, place their number where you think they fall on the matrix. Add as many as you feel are realistic competition.

- 01 _____
- 02 _____
- 03 _____
- 04 _____

- 05 _____
- 06 _____
- 07 _____
- 08 _____

MATRIX

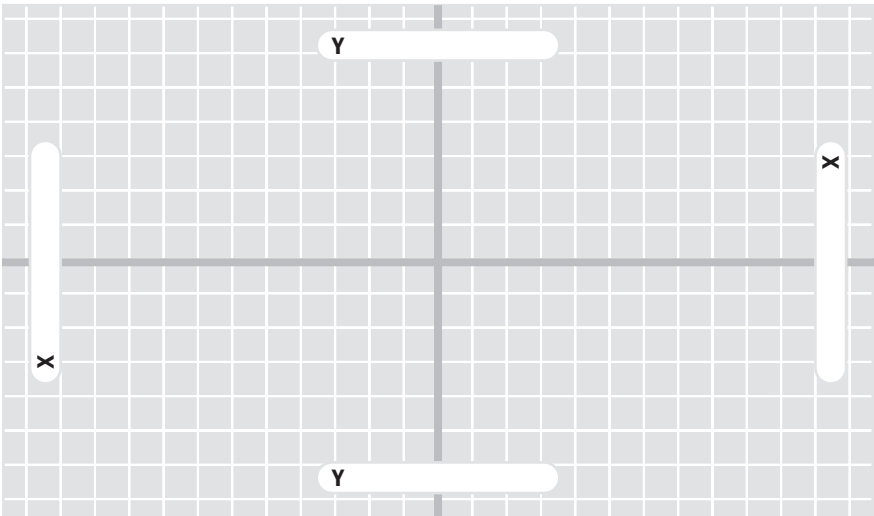
Title:



- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08

MATRIX

Title:



- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08

OPPORTUNITIES

Do you see any big opportunities not being offered in your market?

TAKE AWAYS

How can you apply these findings to your brewery through your rebrand?

IDENTIFY YOUR BREWERY'S CORE BRAND VALUES

Write a list of things you've achieved (or plan to achieve in the future). What are you most proud of? What are (or will be) the most remarkable aspects of your brewery? From there, determine a brand value for each point. Examples: innovation / community / artistry / precision / etc.

	WE ARE EXCITED ABOUT...	CORE VALUES
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		

REFINE YOUR VALUES

Refine your values by combining (or eliminating) similar ideas until you have three to six strong, non-negotiables. (It's common to have a lot of synonyms in your first round).

01

04

02

05

03

06

WHY EACH VALUE IS IMPORTANT TO YOU

Write a short blurb about why each of these values is important to you. Try to give examples of when you applied each value to an actual business decision.

CORE
VALUE

01

Example in action

CORE
VALUE

02

Example in action

CORE
VALUE

03

Example in action

CORE
VALUE

04

Example in action

CORE
VALUE

05

Example in action

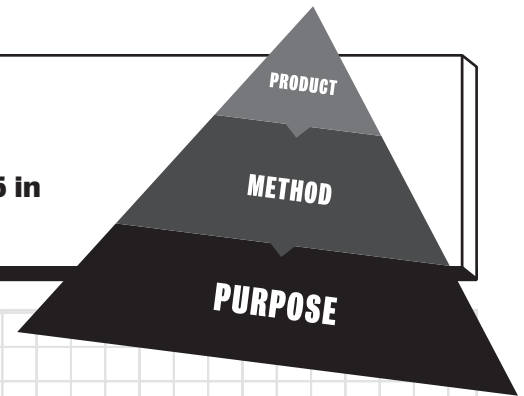
CORE
VALUE

06

Example in action

DEFINE YOUR PURPOSE

Define your product(s), method(s) and purpose. **Turn to page 115 in *Craft Beer, Rebranded* for a refresher on this.**

**PRODUCT(S)**

What do you create and sell? What's your core service?

METHOD(S)

Do you have a special process?

PURPOSE

What is the underlying reason you exist?

WHAT'S ON YOUR BREWERY'S TOMBSTONE?

Imagine your brewery closes in 50 years. What would you want your company's obituary to say? What sort of mark did you make on your community? What's your legacy?

R.I.P.

HERE LIES

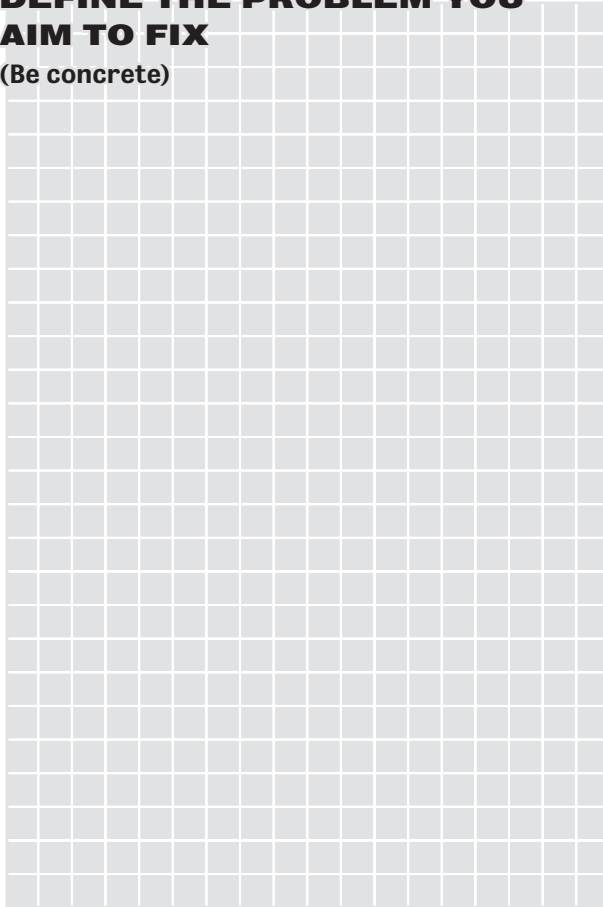
HISTORY & LEGACY

MISSION

Your mission is your brewery's immediate, day-to-day marching orders. It tells the world who you are, what you do and why you matter.

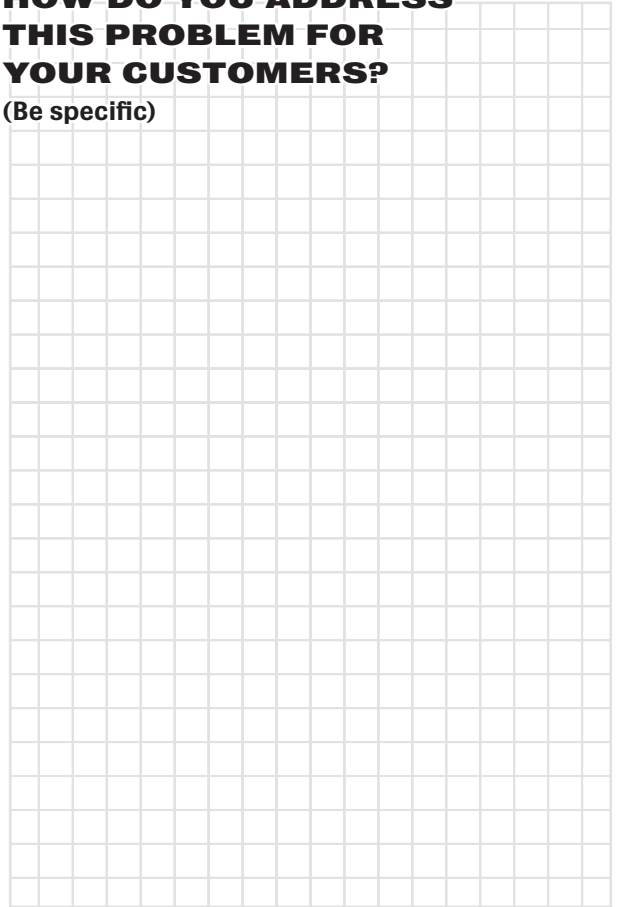
DEFINE THE PROBLEM YOU AIM TO FIX

(Be concrete)



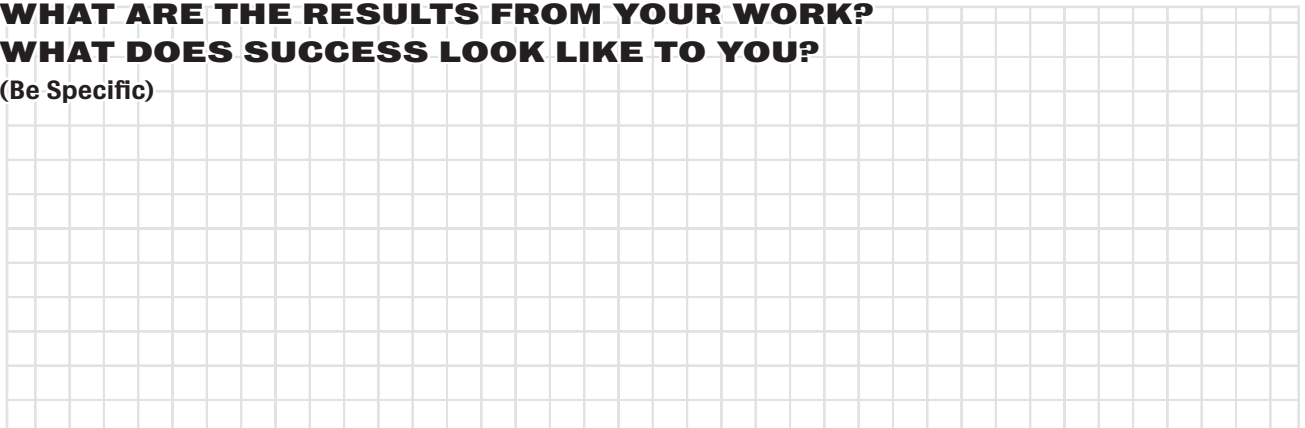
HOW DO YOU ADDRESS THIS PROBLEM FOR YOUR CUSTOMERS?

(Be specific)

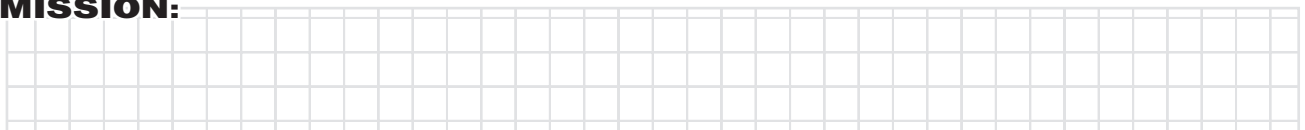


WHAT ARE THE RESULTS FROM YOUR WORK? WHAT DOES SUCCESS LOOK LIKE TO YOU?

(Be Specific)



MISSION:



VISION

Your vision is big picture, aspirational and oriented toward the longer term. Where do you see your brewery in 20 years in terms of your place in the market, your reputation, products and services? How do you see your work impacting your customers' lives and your community?

“
TO BRING
INSPIRATION AND
INNOVATION TO
EVERY ATHLETE IN
THE WORLD
”

NIKE

“
TO PROVIDE ACCESS TO
THE WORLD'S
INFORMATION IN
ONE CLICK
”

GOOGLE

“
MAKE
PEOPLE
HAPPY
”

DISNEY

“

”

WRITE BREWERY NAME HERE

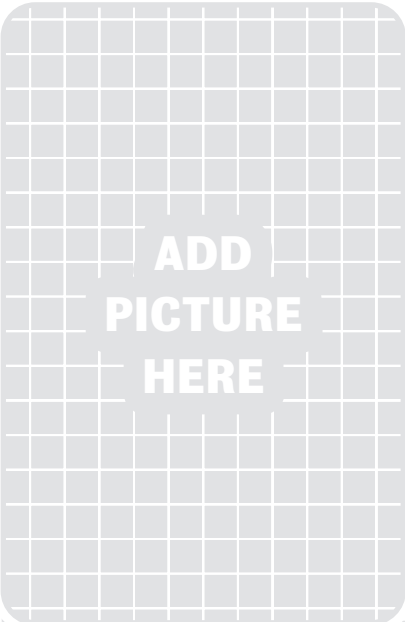


What is the single, most compelling outcome of all your work? You're not just making and selling beer, you're providing your fans and community with something special. What is that *thing*?

AUDIENCE

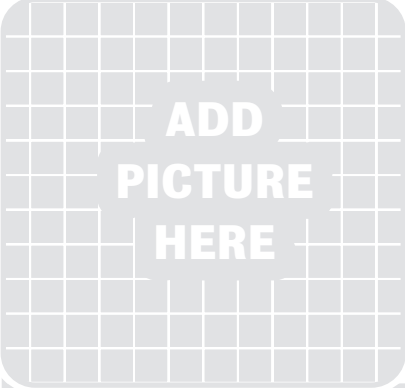
Create your customer personas. Grab or draw a picture of your ideal customer (these can be real or stock photos). Write about why they drink your beer. What's their favorite band, food, books and beer styles? What role do you play in their life?

PERSONA 01

 <p>ADD PICTURE HERE</p>	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
	Location:		
Favorite Brands (Non-beer):	Favorite Breweries:	Favorite Beer Styles:	

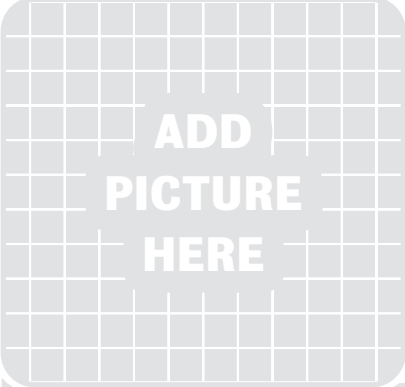
HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

PERSONA 02

	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
Location:			
Favorite Brands (Non-beer):		Favorite Breweries:	Favorite Beer Styles:

HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

PERSONA 03

	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
Location:			
Favorite Brands (Non-beer):		Favorite Breweries:	Favorite Beer Styles:

HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

BRAND ARCHITECTURE

What possible line or brand extensions do you envision developing in foreseeable future?
(e.g. hard seltzer, canned cocktail, cold brew coffee, a restaurant concept)

WHAT ARE YOU ENVISIONING?

How do you see your brand expanding?

A Will you apply your overall brewery name to all your products, beer or otherwise?

YES

NO

B Will you ever release a new product under an entirely new name?

YES

NO

If you answered Yes to question A, then you should use a **Branded House** brand architecture.

Branded House

If you answered Yes to question B, then you should use a **House of Brands** brand architecture.

House of Brands

BRANDED HOUSE

A Branded House architecture centers around a strong parent brand that lends its name to all of its products.



Product



Product



Product



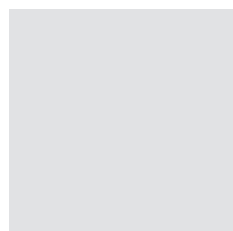
Product



Product

HOUSE OF BRANDS

A House of Brands architecture features a less prominent parent brand (or one that falls to the background entirely) to enable individual brands to stand on their own without any direct ties to the parent brand.



Product



Product



Product



Product



Product

DEFINE YOUR BREWERY'S TOUCH POINTS

List out all your touch points. These are the places you come in contact with your customers, like your packaging, tap handles, and website.

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

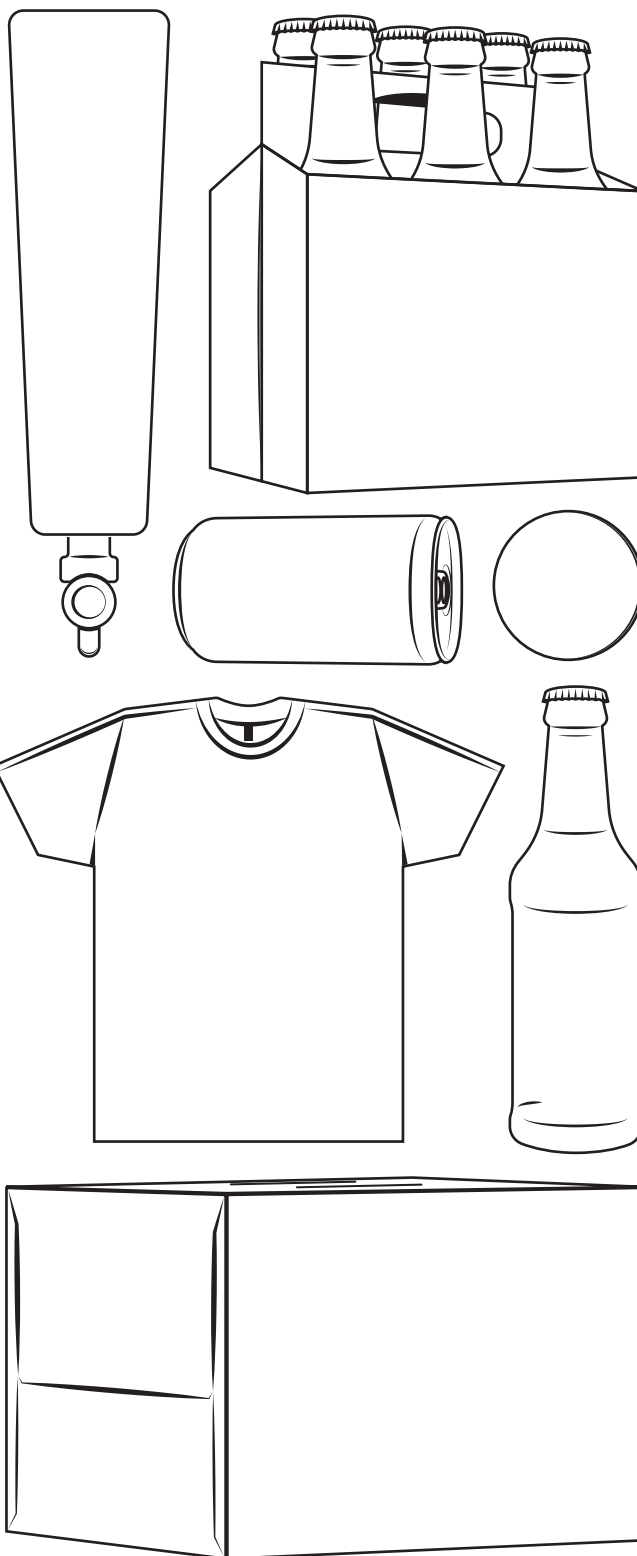
16

17

18

19

20



Touch points can include
off-premise opportunities
like shelf talkers or
point-of-purchase displays.

BRAND PERSONALITY DIALS

Select where you fall on each of these spectrums. This can be from a visual, personality, or overall company presentation standpoint.

Friendly				M				Corporate
Light				M				Serious
Quiet				M				Loud
Simple				M				Complex
Necessity				M				Luxury
Economical				M				Expensive
Casual				M				Formal
Homemade				M				Precise
Heritage				M				Ground-breaking

Draw what celebrity and spirit animal best describes you. With your master piece drawn, think about common qualities they share.

CELEBRITY:

SPIRIT ANIMAL:

List the qualities they share



Use this as a team exercise. Have each member draw who and what best fits your brewery's brand.

TIME FOR SOME VISUAL HOMEWORK

Build a collage of logos, packaging, textures, colors and typography that resonate with your team. Ideally, we'd cram everything onto this page (scrapbook style!), but there's not enough room here. Instead, you should do this on your computer with a Pinterest board—or by gathering everything in your Dropbox folder so you can share with your design team. Or build a presentation board, science fair style. Go nuts.

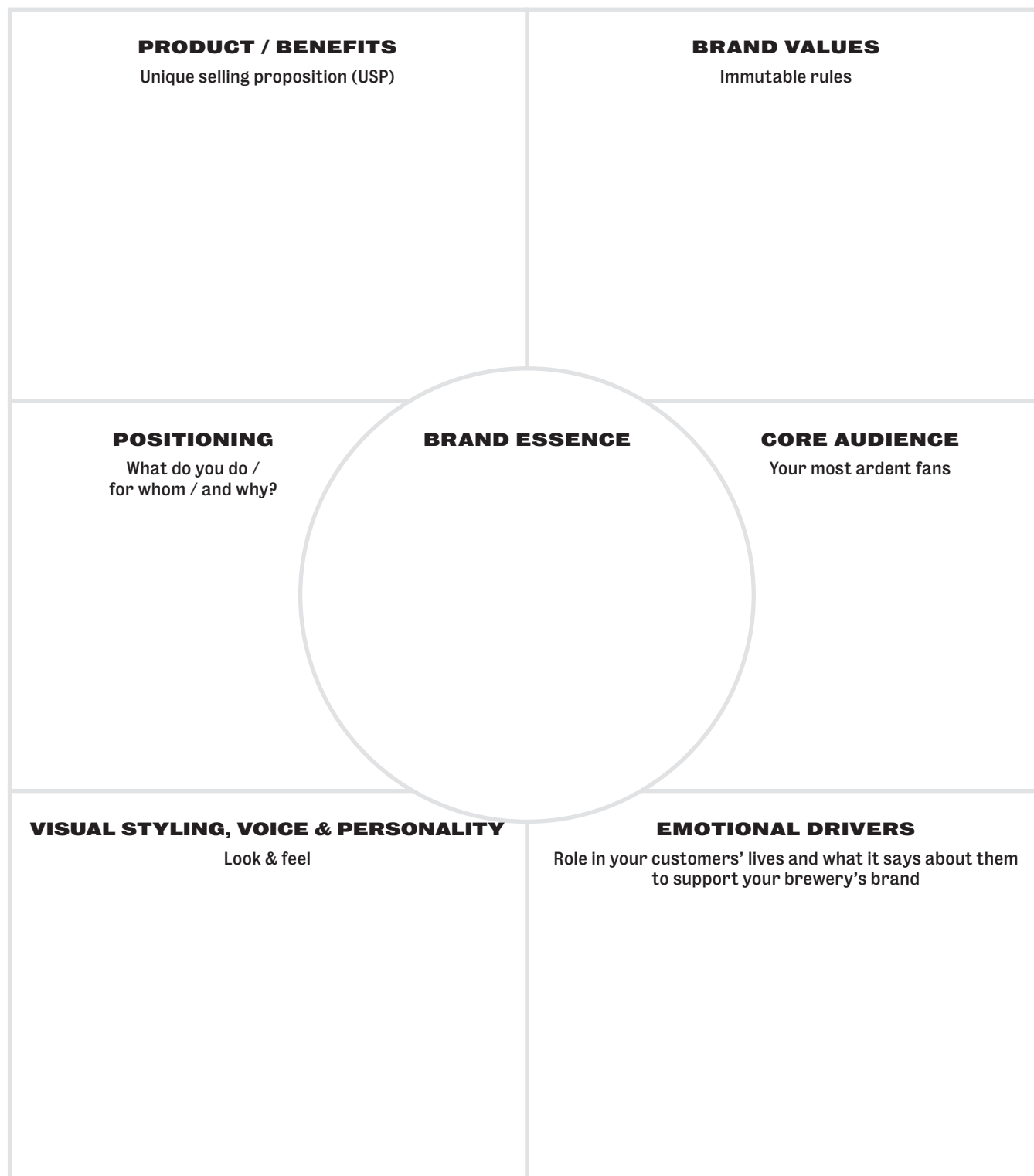
LOGO**PACKAGING****TAPROOM****TAP HANDLE****MERCH**

If you don't want to mess with Pinterest, you can throw all your images in your trusty Dropbox folder so you can easily share with your design team.

DEFINING YOUR BRAND ESSENCE

Using this framework, list out your unique selling proposition, positioning, voice & personality, brand values, audience, emotional drivers and brand essence.

Review page 134 of *Craft Beer, Rebranded* for a refresher on this.





THE DESIGN PHASE

SECTION 06 ACTIVITIES

In this section, you're going to sit back and let your design firm work their magic.

Overall, you will:

- ☐ Grab a beer
- ☐ Read a book
- ☐ Walk your dog
- ☐ Take your kid, your niece or nephew, or your dog fishing.
Or, go throw rocks at stuff. Get in trouble.

WORKING HARD, OR HARDLY WORKING?

You've been working hard. Take a break and complete this word search puzzle.

G	S	T	N	Z	B	E	E	R	N	W	S	T	B	Q
T	U	B	O	F	A	P	P	E	R	S	O	N	A	O
G	B	D	S	U	R	S	C	A	X	P	P	Q	R	M
X	R	M	T	A	C	R	C	O	W	N	N	E	S	S
F	E	M	R	W	H	H	E	R	D	N	N	B	T	E
V	W	O	A	I	I	L	P	B	A	O	I	Y	A	S
A	E	T	T	B	T	E	F	O	R	F	F	N	K	S
L	R	P	E	V	E	V	S	S	I	A	T	N	E	E
U	Y	M	G	X	C	D	I	Z	Z	N	N	W	H	N
E	P	I	Y	X	T	H	Z	S	H	R	T	D	O	C
S	E	S	B	H	U	D	M	V	I	S	S	S	L	E
C	U	S	Q	C	R	I	I	H	W	O	O	Z	D	L
Y	R	I	X	Y	E	E	W	F	Q	A	N	I	E	Q
D	N	O	F	R	E	G	L	A	Z	C	C	R	R	F
K	P	N	F	M	A	U	D	I	E	N	C	E	G	C

CRAFT BEER, REBRANDED

ARCHITECTURE

AUDIENCE

BEER

BREWERY

CODO

CRAFT

ESSENCE

MISSION

PERSONA

REBRAND

STAKEHOLDER

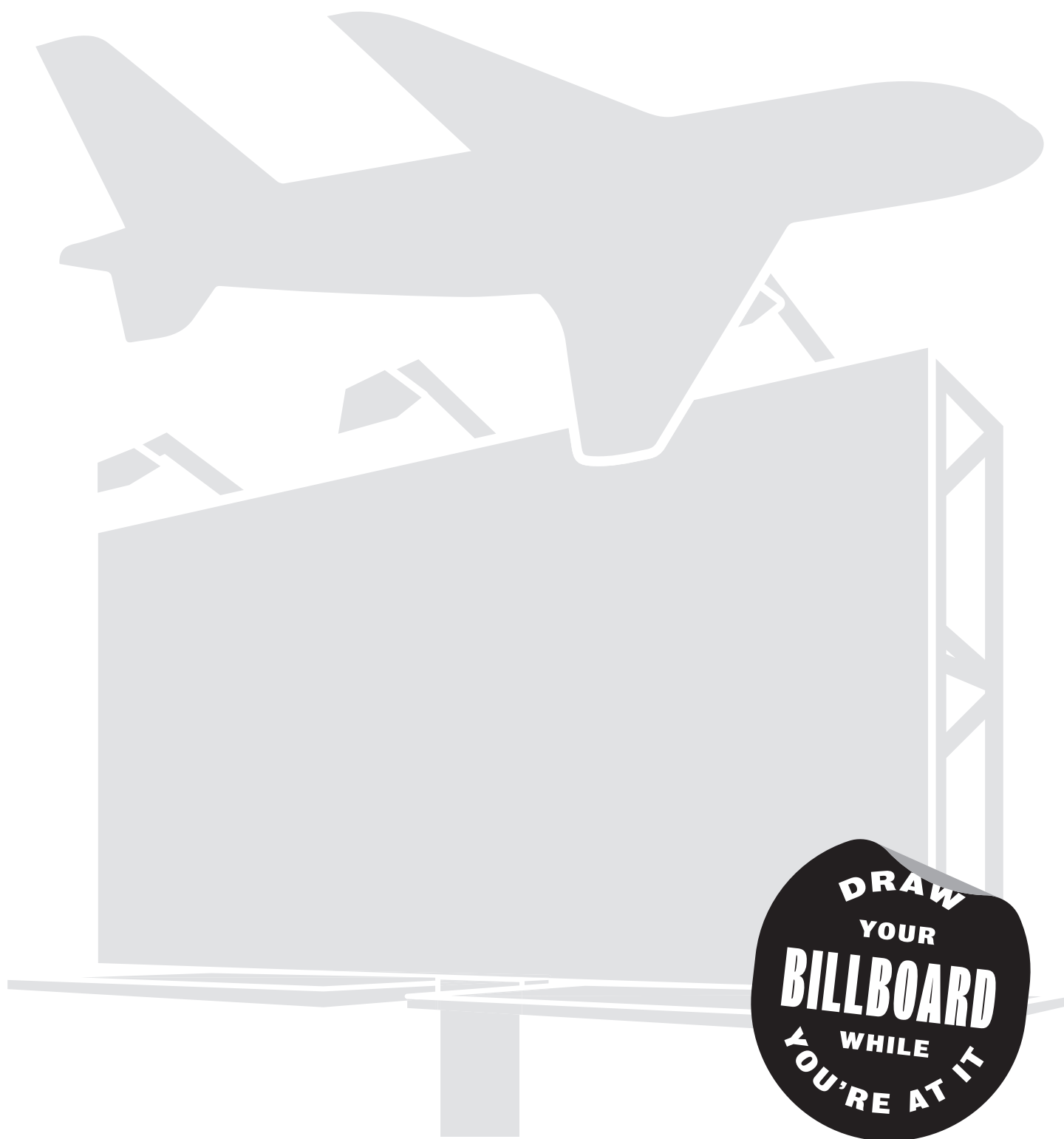
STRATEGY

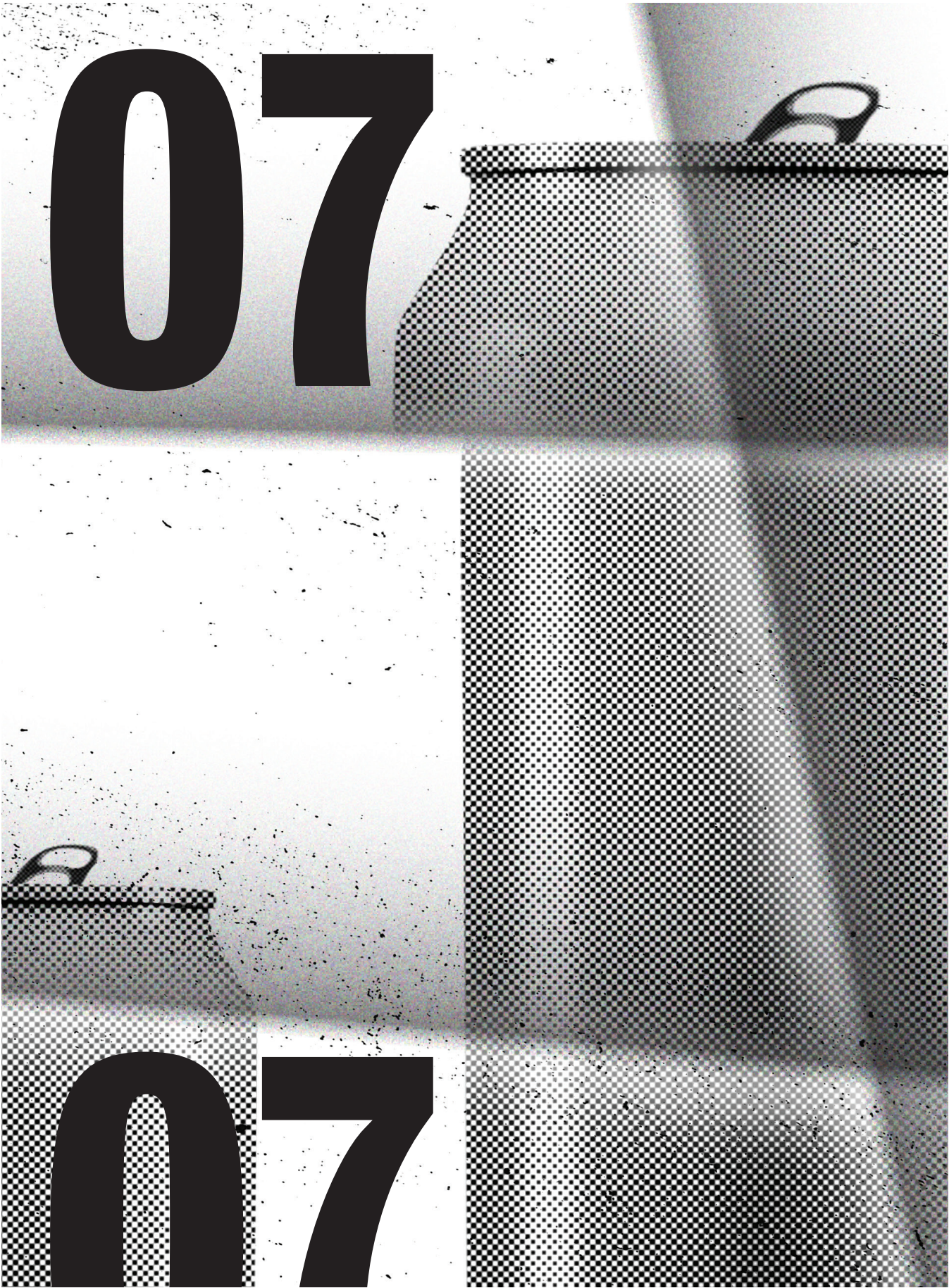
TOUCH POINTS

VALUES

VISION

WHAT ~~WOULD~~ WILL YOUR BREWERY'S CORPORATE JET LOOK LIKE?





ROLLING OUT YOUR REBRAND

SECTION 07 ACTIVITIES

In this section, you'll figure out when and how you want to announce your brewery's rebrand.

Overall, you will:

- ☐ Plan your launch day / week / month
- ☐ Create a master project timeline
- ☐ Identify what channels and assets need to be updated
- ☐ Identify potential roadblocks
- ☐ Plan a party!

HOW WILL YOU ANNOUNCE THE CHANGE?

Write about how you envision the update being announced. We will get granular over the next few prompts. For now, do you see it happening all at once at a big party (festival, ahead of a conference, a big anniversary)? Or maybe you want to slowly roll everything out over a few months before making the formal announcement. *Which feels like the right approach for you?*

GIRD YOURSELF

Don ye finest suit of armor and choose one of the options below after you’ve acknowledged that a statue has never been erected in honor of a critic.

- ☐ Yes, I’m ready to party
- ☐ No, I want to hide under my bed

ANNOUNCEMENT

How do you envision your update being announced?

LIST OUT ANY SPECIFIC NEEDS / DATES THAT ARE DRIVING THIS PROCESS

For example, are you launching a new market, need to order new packaging or celebrating an important anniversary?

WHEN DO YOU WANT TO LAUNCH YOUR REBRAND?

Specific Date / Specific Month / Specific Season

WHO NEEDS TO KNOW?

List the key accounts and partners that need to be made aware of this change ahead of time.

Which partners do you need to alert? This would include at a minimum, your staff, distributors, retailers and key on- and off-premise accounts.

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

**Keep adding
as needed.**

**You can find extra
sheets at
WWW.CRAFTBEERREBRANDED.COM**

List all of your social media channels that need to be updated.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

BUILD YOUR 30K-FOOT TIMELINE & PICK A LAUNCH DATE

Identify the biggest road block to launching, figure out when you can realistically accomplish that task, add some time for a buffer and then back track a bit to figure out when to kick off your promotional campaign.

01

IDENTIFY YOUR BIGGEST CHOKEPOINT

What obstacle will you have to navigate before launching your rebrand? This will be the deliverable with the longest, most nebulous timeline. (Remember, this is almost always debuting your new packaging.)

02

PICK YOUR LAUNCH DATE

Identify a date when you reasonably think you can have the chokepoint finished. Then, add a month to that to allow for contingency planning and hiccups that may arise along the way. This is your launch date.

CHOKEPOINTS

[illegible]

LAUNCH DATE

-2 MONTHS

CAMPAIGN START DATE

03

PICK A DATE TO KICK OFF YOUR LAUNCH CAMPAIGN

Go back two months from your launch date. This is when you will begin building your promotional calendar and event planning. Turn to page 166 in *Craft Beer, Rebranded* for campaign ideas. And lean on your branding firm for building a more detailed weekly calendar view.

04

BUILD A GANTT CHART

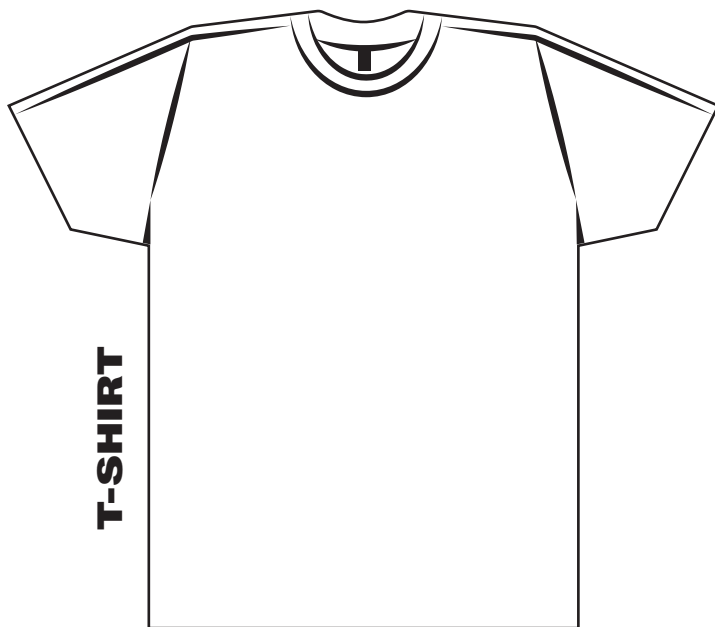
Chart out the timeline for all deliverables & moving parts from your rebrand. Refer to page 165 in *Craft Beer, Rebranded* to see a real-world project launch Gantt chart.

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

OUR BREWERY'S LOGO & MERCH

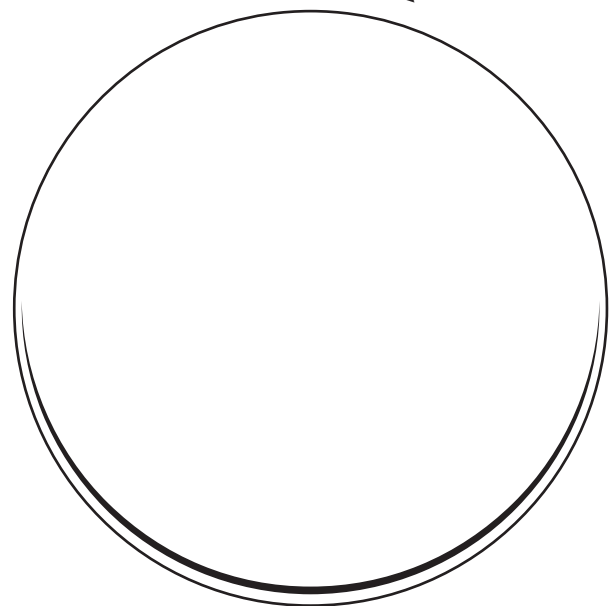
**WITHOUT
LOOKING,
DRAW FROM
MEMORY**

LOGO



T-SHIRT

COASTER

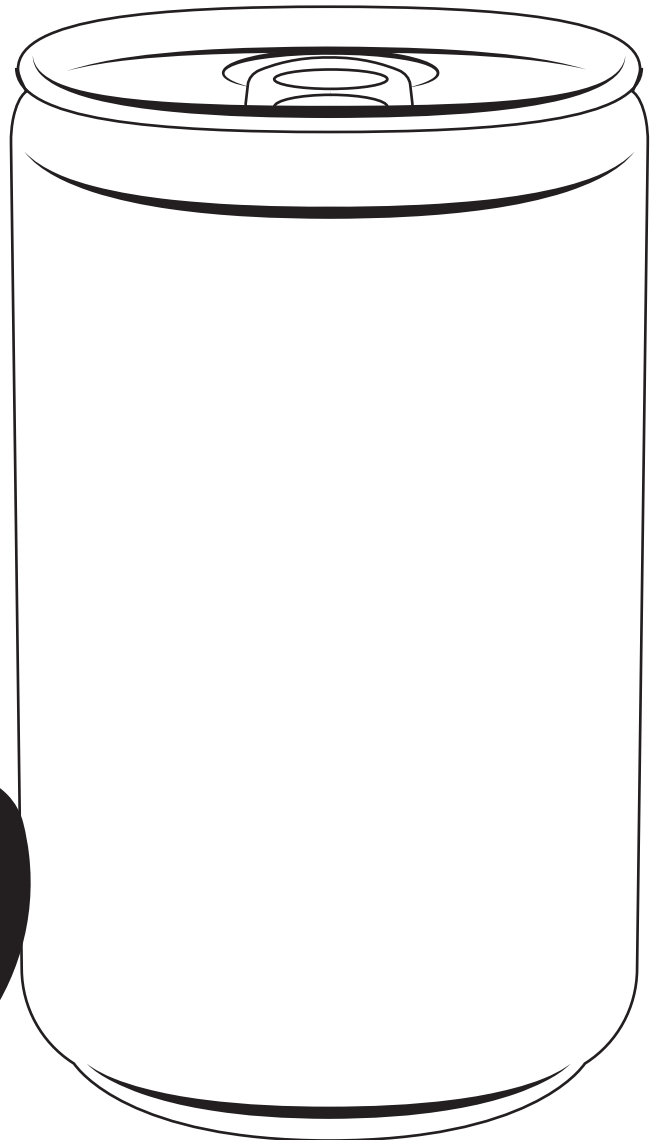
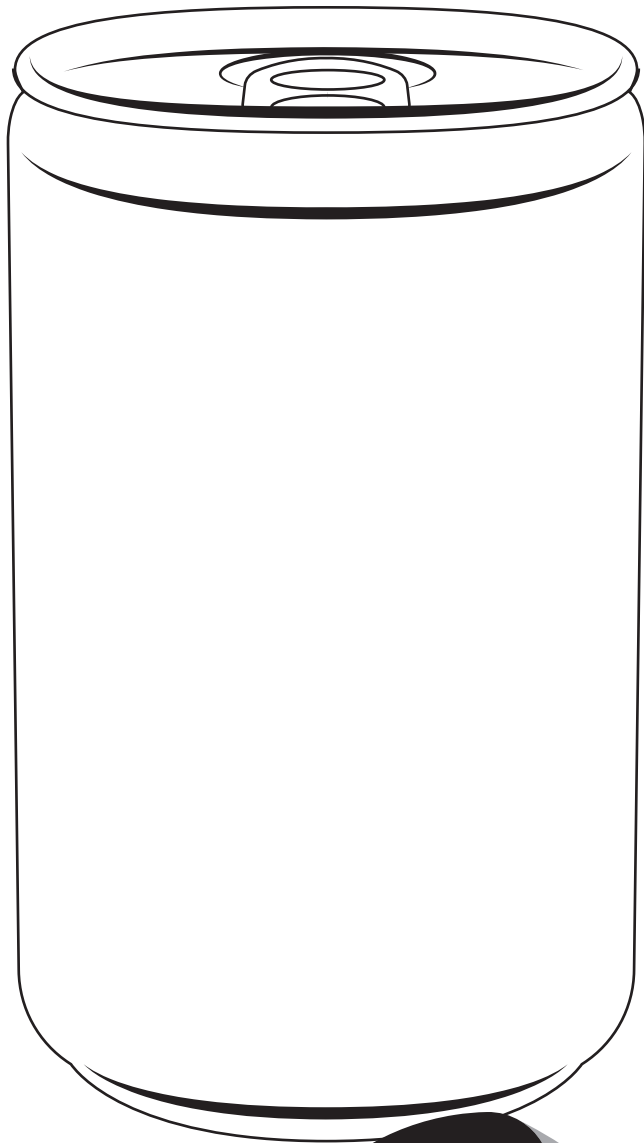


OUR BREWERY'S 12 OZ BOTTLES

**WITHOUT
LOOKING,
DRAW FROM
MEMORY**

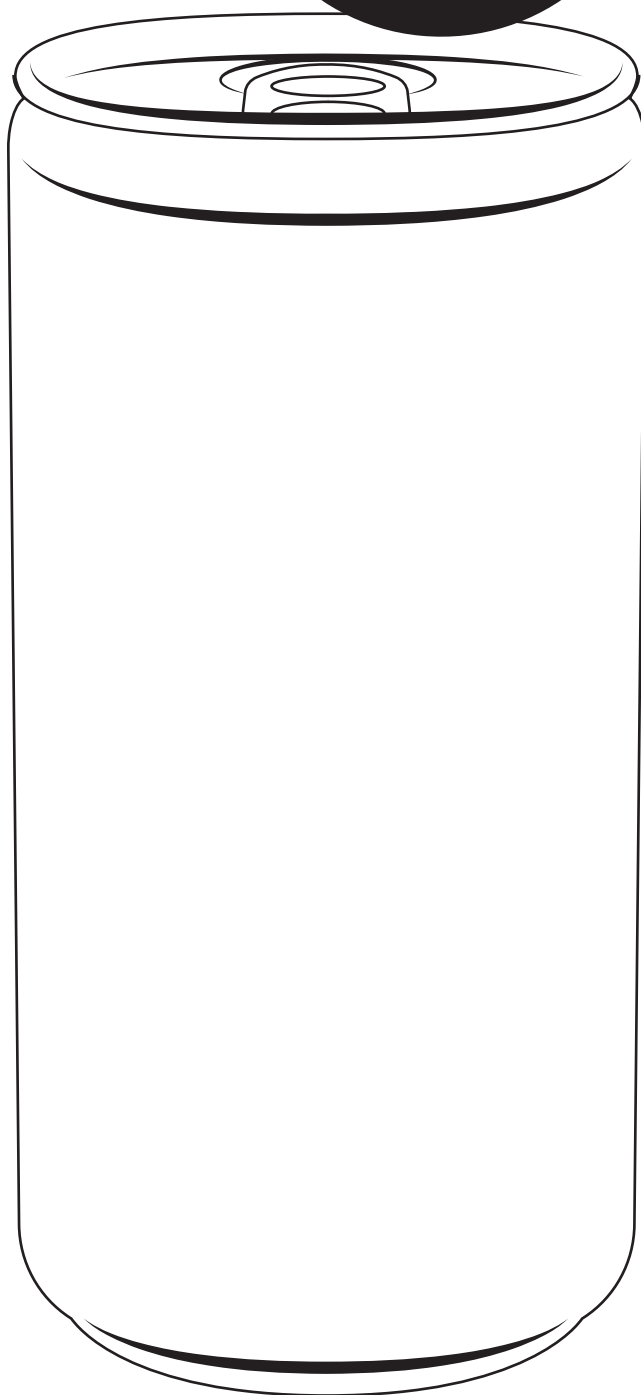
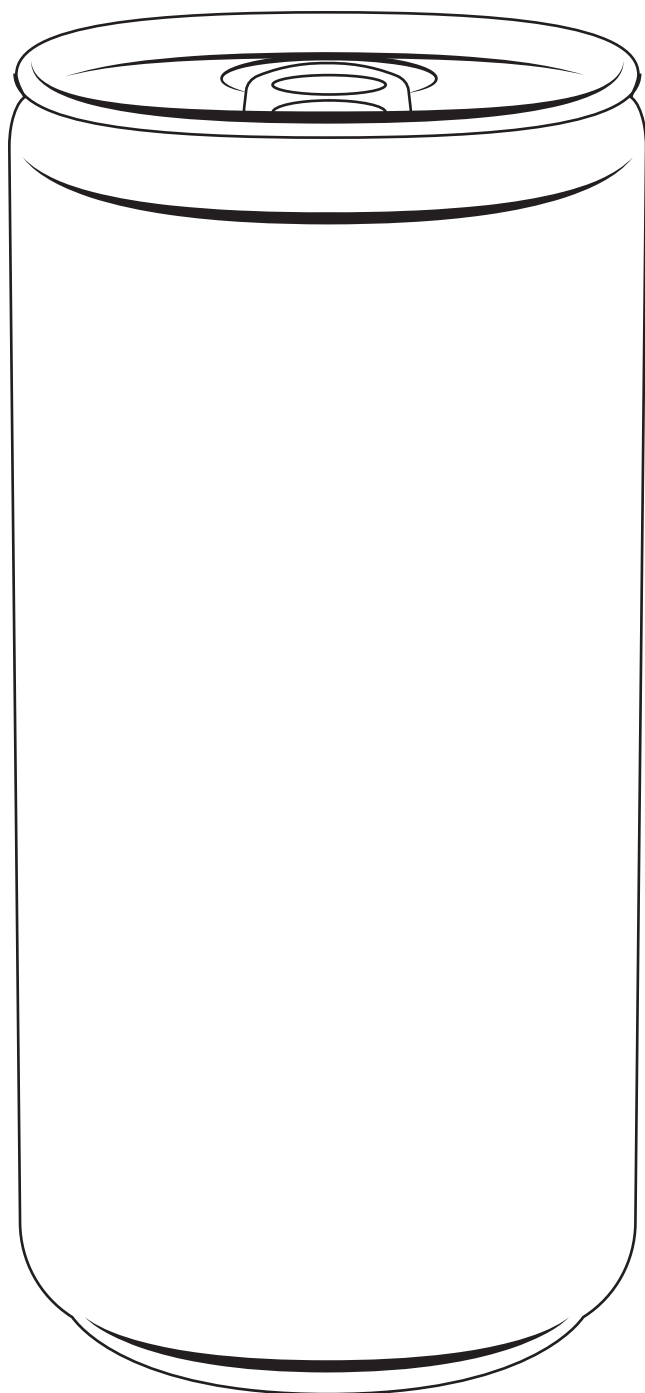


OUR BREWERY'S 12 OZ CANS



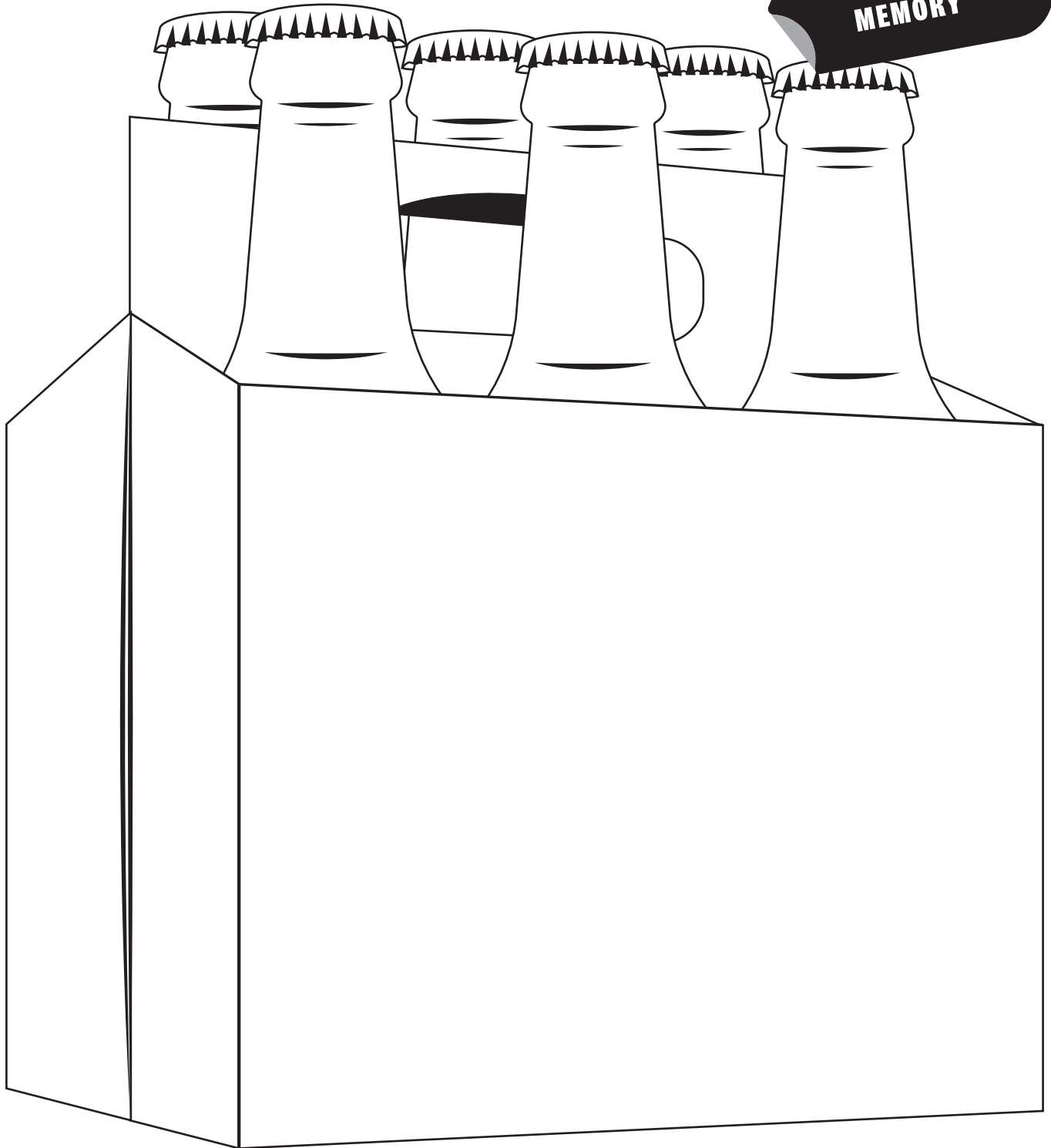
OUR BREWERY'S 16 OZ CANS

**WITHOUT
LOOKING,
DRAW FROM
MEMORY**



OUR BREWERY'S PACKAGING

WITHOUT
LOOKING,
DRAW FROM
MEMORY



OUR BREWERY'S CAN PACKAGING

**WITHOUT LOOKING,
DRAW FROM MEMORY**



OUR BREWERY'S TAP HANDLES

**WITHOUT
LOOKING,
DRAW FROM
MEMORY**

